MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

LFC 1017 FUNDAMENTALS OF STRATEGIC COMMUNICATION

(All sections)

6 MARCH 2019
9 am – 11 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **TWO** sections.
2. Answer all questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]
Instruction: Answer **ALL** questions.

1. Define corporate communication. (2 marks)

2. Briefly explain the three (3) types of corporate advertising. (6 marks)

3. Differentiate between corporate image and corporate reputation. (4 marks)

4. In an effort to maintain good relationships with all its important stakeholders, corporate public relations undertakes a variety of relational programes or areas of practice.

   a) Briefly explain corporate relations responsibilities. (8 marks)

5. Many organisations are realizing the benefits of integrating corporate social responsibility (CSR) into the key aspects of their business strategy and practices.

   b) Explain what is corporate social responsibility. (4 marks)

   c) Briefly explain four (4) types of social responsibility based on Caroll's CSR Pyramid. (6 marks)

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SECTION B: SHORT ANSWER QUESTION [20 MARKS]

Instructions: Read the statement below before answering the following questions.

Co-founders of FashionValet, Vivy Sofinas Yusof and Fadzarudin Shah Anuar have proved themselves to be quite the formidable partnership, having grown the business from just three people in 2010 to 150 employees today, with the company carrying 500 brands that are made available to customers worldwide.

Despite having no prior experience of building a business, Vivy believes that having a strong leadership in place can make all the difference, particularly when engaging with employees. When it comes to building a successful brand, Fadzarudin believes that storytelling plays an integral part in encouraging people to buy into what you're doing as a company. Although storytelling is an important ingredient of a brand's success, Vivy suggests that whatever a company offers to its customers has to be of high value, or else they won't have a reason to keep coming back.

1. Based from the above statement given, briefly explain on how Fashion Valet built their strategic brand-building steps. (8 marks)

2. a) Illustrate the differences between Freeman, 1984 and Friedman, 2006 Stakeholders Theory. (2 marks)

   b) Briefly explain both theories, Freeman 1984 and Friedman 2006. (4 marks)

3. Open System Model of Public Relations is a functional view of public relations which calls for an open systems approach, changing both organization and the environment. Illustrate the model. (6 marks)

End of Paper